

## U. S. Will Control Lewis Gun Factory

Utica Plant, Perfected for  
American Ammunition, to  
Run at Full Capacity

(From The Tribune Bureau)  
Washington, April 18.—The War Department has practically taken charge of the manufacture of the Lewis automatic machine gun. The Utica plant which manufactures the rifle will be run to full capacity. The Savage Arms Company has completed a large order for these guns for the British government, and is now perfecting its factory to produce guns shooting American ammunition. A preliminary contract has been placed with the company. Secretary of War Baker expects several new types of gun will be submitted at the army tests on May 1, but the Lewis gun has the advantage of extensive use in the present war. The Savage Arms Company will be able to turn out 500 guns the first month after receiving a contract from the government, 1,000 the second month, and 1,500 each month thereafter.

## Keep Trade Normal, Rotary Clubs Urge

Unnecessary Economies Will  
Threaten Disaster, Asserts  
National Organization

Philadelphia, April 18. The American members of the board of directors of the International Association of Rotary Clubs, in session here to-day

adopted a resolution urging the people of the United States to keep business as nearly normal as possible during the war. "The reasonable prospect of the crisis now being sounded for restriction beyond the stoppage of waste," the resolution says, "is a general disturbance of business conditions which will threaten the whole nation with disaster." The resolution advises the American business man to adopt the slogan of "Business as usual." Continuing, the resolution says: "Workmen who desire to continue at work, merchants who desire to keep open their stores as manufacturers, producing wares other than munitions, have a common need and a common opportunity to serve their families, their country and their war, by silencing everywhere alarms over the business effect of the war and the unconsidered movements for economy."

## Aliens Must Quit Barred Zones June 1

Not To Be Allowed Within  
Half Mile of Any United  
States Property

Hard to Obey Rule  
In Brooklyn District

If Enforced Strictly It Will  
Bar Many from Two of  
City's Bridges

All alien enemies who live within half a mile of a "fort, camp, aircraft station, government or naval vessel, navy yard, factory or workshop for the manufacture of munitions or of any other product for the use of the army and navy" must move away before June 1 or submit to arrest. This order was sent to all United States District Attorneys and marshals yesterday by Attorney General Gregory.

The order carries out provisions contained in President Wilson's war proclamation of April 6. In New York City, and more especially in Brooklyn, its strict enforcement promises much confusion and almost an upheaval of population.

**Hard to Find Homes**  
In the Federal district which includes Brooklyn lie the navy yard, three forts, the Sayville wireless plant, the Mineola aviation field, the new Rockaway reservation, and numerous munition factories. Enemy aliens will find it difficult to pick out a Brooklyn location that is not within half a mile of some one of them. Thousands of families will be affected.

Enemy aliens who do not live within half a mile of a proscribed area "must not approach within half a mile of it." With a strict enforcement of this provision, large districts of Brooklyn must become automatically barred zones to thousands who every day, in coming to Manhattan to work, pass near a stone's throw of some forbidden spot.

Unless an exception is made, for example, enemy aliens must be forbidden to cross the Manhattan Bridge, which passes within half a mile of the navy yard. The Williamsburg Bridge will be in the same category. Numbers of rapid transit lines will be taboo.

Further confusion will be added to the strict enforcement of the law by the fact that Brooklyn factories are now turning their attention to filling government contracts. The Attorney General's order says that no alien enemy will be allowed to live within half a mile of one of these places.

**Scores Asked to Move**  
Rosenwasser Brothers, shoe manufacturers, of Long Island City, to point an example, have begun work on a \$5,000,000 contract for army shoes. Because of this more than a score of German families that live within half a mile of the factory have received orders to move.

It seems likely, however, that decided latitude will be exercised by the Federal authorities in construing this particular provision. The Attorney General's statement says that enemy aliens who "come within one-half mile of said places will do so at their own risk and may be summarily arrested." But it continues:

"The marshal may issue a permit to any one to continue to reside in the forbidden locality or to come within the forbidden locality for the purpose of passing through such half-mile area or being employed or doing business within the same. If, after such notice as the marshal may require, he is satisfied that such continued residence or such passage through or such employment will not be dangerous to the community or to the United States."

The enforcement of regulations 1 and 2 of the President's proclamation will be much more strict.

**Prohibits Firearms**  
The first prohibits the retention by an alien enemy of any firearm, weapon of war, or any part thereof, as well as explosives or any material used in their manufacture. The second forbids the possession or operation of aircraft, wireless apparatus, or any form of signaling device.

Here, also, the United States Attorney may exercise some discretion, and permit marshals to sanction the retention of such of these articles as he deems advisable under certain restrictions.

**"Candida" in Brooklyn**  
The Brooklyn Repertory Theatre will make its fifth production of the season to-morrow when Shaw's "Candida" will be presented at the auditorium at 55 Hanson Place.

## Bridge Guard Fails In Attempt at Rescue

Negro Who Asked Lift Drops to  
Death in River

Theodore A. Gertie, a special patrolman on guard at the base of the Brooklyn tower of the Brooklyn Bridge, heard cries from the roadway above his head last night, and looked up to see the body of a man coming hurtling down. On the bridge above, Thomas Carroll, truck driver for J. H. Walters, of 17 Sixteenth Street, Brooklyn, halted his machine at the call of a policeman and, looking around, found that the negro who had asked for a lift across the bridge from New York, had vanished. Below, Gertie was stripping off his coat and preparing to plunge in for the body that had hit the water only fifty yards from shore.

The tide was running strongly and swept him out toward the bay. In a few moments the special patrolman had given up all ideas of rescue and was calling for help. He was taken aboard the tug Chester. The body of the negro has not been found.

## Bernhardt Rests Well; Outcome Still in Doubt

Actress Promises Message to Her  
Friends To-day

Mme. Sarah Bernhardt is still resting quietly at Mount Sinai Hospital, although the outcome of the operation performed upon her Tuesday night is still in doubt. Last night's final bulletin issued by her physicians said: "Mme. Bernhardt stood the operation well. The outcome is still uncertain because of previous underlying conditions."

The actress still retains her cheerful countenance. Messages from all over the country came to the hospital yesterday, with cables from France. These were read to her by her secretary, Miss Ormsby. Mme. Bernhardt promised to issue a statement to her friends to-day.

A conference of her three physicians, Dr. Marot, Dr. Leo Rueger and Dr. Emanuel Libman was held last evening. No additional information was given out at its conclusion.

## Henderson Players' Matinee

The Henderson Players will give a performance this afternoon in Chickering Hall, Lord & Taylor's. The programme will include "America Passes By" by Kenneth Anderson, and "Stanley Houghton's 'The Dear Departed'."

## State Will Celebrate April 26 as 'France Day'

Governor's Proclamation Calls  
for Welcome to Commission

Albany, April 18.—Governor Whitman issued a proclamation to-day setting aside next Thursday, April 26, as "France Day" for the general observance of welcome to the French commission of welcome to the French commission of missionaries and in commemoration of the friendship between France and the United States.

Next Thursday also has been designated by Dr. John H. Finley, State Commissioner of Education, as the day on which President Wilson's war message shall be read to the children in the schools of the state outside of New York City, where it already has been read.

"It is fitting," the proclamation said, "that public recognition be given to a day that marks a notable event in the history of our beloved land. The United States is now one of that fraternity of the nations united in spirit and arms to make the world safe for democracy. The first tangible evidence of this new international relationship will be the arrival on our shores of an official delegation consisting of the greatest of our military and civil leaders of our sister republic, France. It is a happy coincidence that the day chosen to celebrate the coming of these delegates is the anniversary of the day when Lafayette embarked from Bordeaux to offer his aid to the cause of liberty in our own land."

"It is essential that all keep clearly in mind and deep in consciousness the purposes, devoid of selfish motives, which have led us as a people to enter this war. The message of the President of the United States is at once a noble expression of the feeling of the heart of America and of the cause to which France has devoted the precious lives of millions of her sons, the labor of her women and children, and the resources of her land."

## Archbishops Pledge Catholic Aid to Nation

Annual Meeting Assures Wilson  
of Hearty Support

Washington, April 18.—Full and hearty support of Catholic people for the government in the war was pledged in a communication to President Wilson, prepared to-day by Catholic archbishops of the United States, at their annual meeting here. The archbishops will call upon their people to rally to the aid of the nation and give their service.

Cardinal Gibbons presided over to-day's sessions. The archbishops announced they were taking measures to assure service by the Catholic sisterhoods and by Catholic women for all kinds of hospital work, or for any service they can render the government.

## Economists Ask U. S. to Meet War Cost by Taxation

Prefer Method to Bond Issue,  
Which, They Say,  
May Inflation Prices

Minneapolis, April 18.—Leading instructors in economics in the United States, in a memorial forwarded to each member of Congress and the President and his Cabinet, urged the adoption of the policy of taxation rather than that of bond issues as the principal means of meeting the expenditures of this country in the war.

E. Dana Durand, head of the department of economics of the University of Minnesota, secretary of the committee that circulated the memorial, in giving out the memorial for publication announced to-night that more than 275 teachers of economic and political science in forty-three universities and colleges had signed it.

In a letter accompanying the memorial the committee declares that while economists favor taxation in general for war expenditures, they are not opposed to the large initial bond issue, nor to future bond issues for loans to the Allies, recognizing "that it would not have been practicable at once to introduce tax methods sufficient to cover the expenditures for the first year of the war."

"The taxation policy," the memorial says, "will prevent the price inflation which must result from large bond issues. The present high level of prices in Europe and America is primarily due to war bonds and paper money issued abroad. If the United States joins on a huge scale in this policy of borrowing, prices are bound to become far higher."

## Doesn't Shift Burden

"The policy of borrowing within the country itself does not shift any part of the nation's burden of war expenditures from the present to the future. All it does is to make possible a different distribution of the burden among individuals, and so to permit repayment to certain persons who have contributed income during the war by other persons after the war."

"This war is a great social enterprise. It is the duty of every citizen to share in war's burdens to his utmost. For some the duty is to fight, for others to furnish money. For all the duty is without limit of amount. The citizen who contributes even his entire income beyond what is necessary to subsistence itself does less than the citizen who contributes himself to the nation."

## Congress May Limit Action to War Bills

Senate Chiefs, After Wilson's  
Visit, Seek Agreement Not  
to Prolong Session

Washington, April 18.—Efforts to continue the extraordinary session of Congress to emergency war legislation took form on the Senate side to-day after President Wilson's visit to the Capitol.

Senator Simmons, a member of the Democratic steering committee, submitted for Republican consideration a plan to limit legislation. The majority is expected to support this plan, and Senator Gallinger, the Republican leader, promised to sound out sentiment on his side of the chamber.

The proposed plan would have committee chairmen engineer their meetings so that none but emergency legislation would be brought out. Party conferences probably will be held later on the questions.

House leaders are agreed that only emergency measures should be considered, and have predicted that the extra session can be adjourned by June 1.

## House Puts Smith On Big Committees

New Tammany Member on Foreign  
Affairs and Banking

Washington, April 18.—Representative Thomas F. Smith, for many years secretary of Tammany Hall, successor to the late Representative Conry, was assigned to-day to the Foreign Affairs and Banking committees.

Rarely in House history has a new member, and one who has not yet been sworn in, been assigned to such important committees. In political circles the assignments were connected with the friction between the Administration and Tammany members.

## Raises Insurance Cost Equitable Asks 10 Per Cent Extra for Soldiers Abroad

There is little danger of warfare in the United States during the next five years, but a 10 per cent chance that policy holders will get killed if they go to fight elsewhere in that period, according to a letter of instruction to its agents made public yesterday by the Equitable Life Assurance Society, of 120 Broadway.

The society grants permission for an insured person to engage in military or naval service within the continental limits of the United States at any time without paying an extra premium. But hereafter, the letter declares, persons engaged in military service outside the United States in time of war must pay in advance an extra premium annually of 10 per cent of the amount for which they are insured.

## Dr. C. D. Walcott Elected Head of National Academy

(From The Tribune Bureau)  
Washington, April 18.—At the business sessions of the National Academy of Sciences, in the National Museum to-day, Dr. Charles Doolittle Walcott, secretary of the Smithsonian Institution, was elected president; Professor A. A. Michelson, of the University of Chicago, vice-president, and Dr. Whitman Cross, of the Geological Survey, treasurer. Dr. Arthur I. Day, of the Geological Laboratory, home secretary, and Dr. George E. Hale, of the Mount Wilson Solar Observatory, foreign secretary, continue in their respective offices.

Professor E. G. Conklin, of Princeton, and Dr. A. A. Noyes, of the Massachusetts Institute of Technology, were re-elected as members of the council.

## Training Corps Gets 'Planes'

Two aeroplanes, a seaplane and a captive balloon, have been placed at the disposal of the Columbia Officers' Training Corps. The seaplane has been loaned by Howard S. Borden; the aeroplanes belong to Mrs. Waldo Pierce and Edward M. Halpern, and the balloon is the property of Mrs. C. A. Van Rensselaer.

# The Ad-Visor

Thursday, April 19, 1917

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats—and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

THE Ohio State Banking Department, the Better Business Commission of Cleveland and the National Vigilance Committee of the A. A. W. are working pretty closely together these days. The most recent evidence of their cooperation is the indictment of three men who are charged with offering for sale stock in companies not licensed for the State of Ohio.

These are the first indictments under the Blue Sky Law since that legislation was held constitutional by the United States Supreme Court two months ago.

Through the past winter Cleveland has been treated to some of the most spectacular advertising campaigns, particularly stock jobbing schemes.

Three of the concerns whose advertising attracted the investigation of E. C. Wolfe of the Banking Department and S. A. Welles, a member of the Cleveland Better Business Commission, were: Hoffman Oil & Refining Company, Ford Tractor Company and the Amalgamated Oil Company. "No advertising appearing in Cleveland papers," says the report of the Better Business Commission, "during the recent riot of fraudulent advertising did more to destroy public confidence."

The three individuals who have been indicted are W. Baer, president of the Ford Tractor Company of New York; Henry Hoffman, president of the Hoffman Oil & Refining Corporation of Houston, Texas, and Thomas Milan of the Oklahoma Oil Company of Oklahoma City, Okla.

If Vigilance Committees have such excellent statutory backing as this Ohio Blue Sky Law and such close cooperation as was furnished by the State Banking Department, these pioneering indictments in Cleveland will mark a new epoch in this work.

Cleveland's Better Business Commission has a way of going back to fundamentals.

"We made up our minds when we organized," said Mr. Weissensberg recently, "that we would deal with the underlying causes of fraudulent advertising instead of the individual case, because when the cause is moved the individual cases will die. We have always struck with that idea in mind. Our first big victory was the passage of the Tinsmith Merchandise Ordinance, which eliminated for all time the fire-sale, bankrupt clothing sale and the train-wreck sales with which the Central Western states have been swamped. The next was the elimination of misleading trade names from the advertising of furniture dealers. The third was the elimination of the promise '\$25.00 values for \$15.00' from the advertising of the clothing stores. And the best part of all this was that we have been able to get results without unduly drastic action, and to prove to advertisers that when they lined up with the Truth-in-advertising movement they were fighting for truth at a profit."

Two of the tire companies that have been bringing ill repute to the automobile industry have experienced blowouts.

Carl E. Geyer, president of the Double Service Tire & Rubber Company of Akron, Ohio, and Mark B. Miller, formerly vice-president of the same concern and more recently head of the Piquette Tire & Rubber Company of Piquette, Ohio, and Wilmot A. Nash, also an official of the Double Service Tire & Rubber Company, have been convicted by the Federal courts in Cleveland.

Geyer was sentenced to serve twenty-one months in Atlanta, Miller to fifteen months' imprisonment and Nash to a fine of \$5,000.00 and, approximately \$3,000.00.

The Double Service Tire & Rubber Company, through newspaper and farm paper advertising, has claimed that by stitching together all tires it could produce a tire which would give 7,000 miles of service.

The National Vigilance Committee of the Associated Advertisers Clubs of the World gave repeated warnings to this concern, but these warnings were not heeded. In the vigorous work of the Committee Richard H. Lee, its special counsel, was ably assisted by James W. Meeker, president of the Akron Advertiser Club.

As a transgressor of long standing, I wish to thank you for your enlightening article on the Return Evil. It is high time that we women should be forced to appreciate the extent of our thoughtlessness, and I believe that an abolition of the present department and credit system would do much toward strengthening our characters and saving our souls! Since it has become our custom to abuse the privilege of sending goods on approval, why shouldn't the shops charge us a liberal percentage on all articles which we return for credit? Such a condition would certainly be advantageous to the stores, and I am sure it would be of moral benefit to us.

ANNE HARMON.  
Our hat is off to Miss Harmon. She comes through royally, but is not the only one of our readers who has pleaded guilty. Few of us realize what costly social sins may result from individual self-stopping. Miss Harmon confirms the main point in our confession of faith—99 per cent of the people on both sides of the counter want to do the right thing. To correct most evils, it is only necessary to give them publicity—only weeds grow in the dark. Hence The Ad-Visor.

THE enclosed circular and order blank were received last week. It reads like a "flake," which you may care to investigate. J. M. B.

The circular enclosed is from the Standard Fuel Formula Company, P. O. Box 208, Steinway Avenue Station, Long Island City, and is addressed to the Gasoline Vehicle User and Owner. It begins:

"With this circular we are introducing a Fuel Formula or Recipe which will save you from 10% to 25% on your present fuel bill. 'We do not want to use our formula to use chemicals or accessories of any description whatsoever. This formula we sell you in use at the present time, to a limited extent, and is used by all who wish to effect a saving of from 10% to 25% in their fuel bill—which is a considerable saving at the present price of gasoline.'"

At the end of the circular was a postal card to be detached. It was enclosed please find \$1.00, for which you may send me your fuel formula. It is understood and agreed that this formula is sold to me for my use only."

When we saw this circular we were intensely interested. We had an idea that it might be a first or second cousin to some of the fuel formulas which the Government has discredited from time to time—powders and the like. But we were wrong. The Standard Fuel Formula Company. Their formula was nothing so complicated as that. For when the postal card was returned to us this answer came back:

"Use half a gallon of kerosene with every 3 gallons of gasoline; also try this formula to increase the amount of kerosene with the gasoline until you find the best proportion for your type of car." It was signed S. F. F. Co., per A. C.—all written in longhand.

The beauty of this formula, besides its simplicity, is that the circular does not make a single misstatement. As the technical expert of the Automobile Department remarked when we showed it to him:

"This is a bear, but, oh boy, how sore the folks must be who pay \$1.00 to be told that kerosene mixed with gasoline reduces fuel cost. No car will run on kerosene alone, once you get it started. So there is no limit to the saving, you see."

No, there isn't, if you take one precaution: Always start your car at the top of a hill and keep it pointed downward.

WISHING to see "Miss Springtime," I went to the box office at 7:30 in the evening. The best seat the ticket seller could give me was in the twelfth row. As I was leaving the window he said he had one in the ninth row. At 7:40 I returned and purchased a seat in the balcony. At 8:05 I went to my seat. As I did not like the seat, I again went to the box office, and, to my surprise, got a good seat in the fourth row, orchestra. Last Friday I purchased from the Newman Agency, 1482 Broadway, for \$5 two-dollar seats for "Have a Heart," Monday night performance. He said, before I left fifth row, centre. As the numbers were 214 and 215, he assured I again asked him if the seats were in the centre, and he assured me they were. Well, last night, when I went, I found that the seats were at the extreme right, so that part of the stage was hidden from view.

Would like your opinion of the policy of these two concerns. B.

The Tribune Bureau of Investigations wrote Newman's and received the following reply:

We wish to say that we do not recall the incident, and if, as Mr. B. says, we misrepresented the location of the seats to him, we are sorry. We regret the liberty of refunding our commission, which we are taking that we will have the pleasure of his patronage in the future. NEWMAN'S THEATRE TICKET OFFICE.

This adjustment by Newman's is about as fair as any we have observed by a ticket agency, and yet it leaves something to be desired. Apply this method to a store's business. Suppose you bought a pair of shoes represented to be genuine cordovan and they turned out to be otherwise. Would you be interested by an offer from the store to return its own profit on the transaction?

Probably not. What you wanted was a pair of corleovan shoes. Mr. B. wanted was two good seats. Nevertheless Newman's showed that they were facing squarely in the right direction—no quibbling, no questioning, but a cordial refund to correct the partial dissatisfaction.

(The next Ad-Visor will appear on Tuesday, April 24.)

# Always in style

The well-dressed feeling is quite as important as the well-dressed look; the mental as well as the physical fit is necessary whether you play the game or just look on. That's what men get in our clothes; a certainty of all-wool fabrics, good tailoring, correct style.

Look for our label

It's all you need to know about clothes. Is the label there? It's a small thing to look for, a big thing to find.

## Hart Schaffner & Marx Good Clothes Makers

The kind of style you see illustrated above is the kind you'll find ready for you in this store; the real Hart Schaffner & Marx style, quality and fit.

# Wallach Bros.

Broadway, below Chambers  
Broadway, Cor. 29th

Third Ave., Cor. 122d } Open  
46-24th West 125th } Evenings.

## Stop the Waste in Food

ECONOMIZE in portions cooked and served. Cut down on costly items lacking in food value. Get down to "brass tacks" in food economy. Buy food which reduces waste to a minimum. Buy the ten cent loaf of

## WARD'S BREAD (TIP-TOP OR DAINY-MAID)

Every slice of this nutritious food may be eaten with benefit to health and appetite satisfaction. It is really and truly the best and cheapest food you can buy.

The ten cent loaf of WARD'S TIP-TOP or DAINY-MAID bread gives you more for your money. It has more dough, less crust and it will not dry out so quickly. Furthermore, it remains fresh and well tasted with a fine natural wheat flavor down to the last slice. Try it once. Its excellence will prove the wisdom of buying the ten cent size in the future.